



A NATIONAL TOWN MEETING ON DEMAND RESPONSE AND SMART GRID
WASHINGTON, DC / JUNE 26-28, 2012

Association for Demand Response & Smart Grid

“Call for Creative”

***Show your peers how you have
talked to customers and others about
demand response and smart grid***

Everyone in the DR and smart grid community has witnessed a dramatic shift in the importance of engagement with consumers and stakeholders in recent years. The [Association for Demand Response & Smart Grid \(ADS\)](#) is now going to give you a chance to share what your organization has created or commissioned with the rest of us.

ADS is issuing a “**Call for Creative**” in conjunction with its 9th annual [National Town Meeting on Demand Response and Smart Grid \(June 26-28, 2012\)](#). Similar to a “Call For Papers,” this is an opportunity for marketing and communications departments, non-profit advocacy groups, technology companies, creative agencies, public relations firms, and professionals to submit work that they have done or plan to do that they think would be inspiring for other practitioners, stakeholders, and policymakers. We hope this will also encourage groups to undertake new efforts using the ideas expressed in the [National Action Plan Communications Action Guide Part I](#).

All submittals will be reviewed by a panel of ADS members, as well as outside experts. Selected submissions will be displayed on the ADS website, and be chosen for presentation or display at the [National Town Meeting](#) on **June 26-28, 2012**.

What we are looking for:

Categories	Criteria	Format of submission
Inspirational Narratives	An individual story or series that integrates energy efficiency, demand response, price incentives, and grid modernization as part of a larger smart energy vision. Submissions should reflect local vision drivers and priorities. Production styles may be animated, live action, or documentary. Songs or jingles will also be accepted.	Link to a YouTube or posted video or mpeg (if song/jingle)
Still Images	Photo, montage, or illustration that tells a story or evokes a sense of personal pride in contributing to energy savings, increasing the supply of clean energy, or creating a secure energy future.	JPG file. Those selected for the exhibit will be asked to send a higher res file in the spring.
Customer Stories	Narratives reflecting actual customer experiences in the consumer's voice that include aspects of technology-enabled energy efficiency, smart pricing, conscious consumption informed by usage feedback, or renewable generation.	Video or website link or PDF for printed pieces
Interactive Tools or Apps	Interactive web, tablet, or smart-phone apps that help family members choose relevant actions or programs to use energy more effectively.	Link to the online feature or demonstration
Integrated Campaigns	Multiple communication vehicles that use a common brand, theme, and conceptual framework to tell broad story where viewers can drill down to the level of detail that interests them. Extra points given if motivational groups can self-select.	PDF that features campaign elements and themes and describes the conceptual approach.

What we are not looking for:

- Product showcases
- Promotional show reels

How will submittals be selected for Town Meeting consideration?

Submittals will be reviewed by a peer review jury of ADS members and creative professionals

Submission Guidelines:

1. Interested parties should submit examples in the formats noted above to jenny.senff@demandresponsmartgrid.org by **April 16, 2012**. A document indicating approval by the copyright holder and a profile of the creative team must also be included with the submission.
2. All submissions that meet the criteria will be published on an interactive Creative Asset Map. *ADS reserves the right not to display inappropriate materials.*
3. Notification of finalists and selections for display at the [National Town Meeting](#) will be made by **May 25, 2012**.
4. To provide for extra recognition of certain submittals, there will be voting opportunities by attendees at the National Town Meeting throughout the event in different categories. Those selected for this honor will be included in a post-event press release.

Important Dates:

Submission Date - April 16, 2012

Notification of Selection for display at NTM - May 25, 2012

National Town Meeting - June 26-28, 2012

Overview of the National Town Meeting:

The 2012 [National Town Meeting on Demand Response and Smart Grid](#) is the acknowledged place for those in the demand response and smart grid community to gather. Representatives from utilities, government entities, technology firms, and many other sectors within the community will gather to discuss both the present and future of DR and SG.

Further Information:

For questions about the Call for Creative, contact Jenny Senff of ADS:

jenny.senff@demandresponsmartgrid.org

For additional information regarding the National Town Meeting, please visit:

www.demandresponsetownmeeting.com

The National Town Meeting's "Call for Creative" project is being managed by [To the Point](#)